Switching Summary for Parliament
36MM Aug 1995 CTS data

	Base Total White	% of Prl
Parliament	670	-
In-Switching	28	4.1%
Out-Switching	45	6.7%
In-Switching from:		
Marlboro	**17**	**2.5%**
Marlboro FF	5	0.7%
Marlboro LT	11	1.6%
Marlboro Med	2	0.2%
Winston	**2**	**0.3%**
Winston FF	2	0.3%
Best Choice	**1**	**0.1%**
Best Choice LT	1	0.1%
Camel	**1**	**0.1%**
Camel LT	1	0.1%
Kent	**1**	**0.1%**
Kent LT	1	0.1%
Malibu	**1**	**0.1%**
Malibu LT	1	0.1%
Montclair	**1**	**0.1%**
Montclair LT	1	0.1%
True	**1**	**0.1%**
True ULT	1	0.1%
V Slims	**1**	**0.1%**
V Slims FF	1	0.1%
V Slims ULT	1	0.1%
More	**1**	**0.1%**
More FF	1	0.1%
Newport	**1**	**0.1%**
Newport FF	1	0.1%
Pall Mall	**1**	**0.1%**
Pall Mall FF	1	0.1%

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Source: https://www.industrydocuments.ucsf.edu/docs/pljn0004

Switching Summary for Parliament
36MM Aug 1995 CTS data

	Base Total White	% of Prl
Parliament	670	-
In-Switching	28	4.1%
Out-Switching	45	6.7%

Out-Switching to:

Marlboro	**11**	**1.6%**	**Capri**	**1**	**0.1%**
Marlboro FF	2	0.3%	Capri LT	1	0.1%
Marlboro LT	7	1.0%	**Doral**	**1**	**0.1%**
Marlboro Med	3	0.4%	Doral ULT	1	0.1%
Monarch	**4**	**0.6%**	**Gpc**	**1**	**0.1%**
Monarch FF	2	0.3%	Gpc ULT	1	0.1%
Monarch LT	2	0.3%	**Kent**	**1**	**0.1%**
Basic	**3**	**0.4%**	Kent LT	1	0.1%
Basic FF	2	0.3%	**Misty**	**1**	**0.1%**
Basic LT	1	0.1%	Misty LT	1	0.1%
Camel	**3**	**0.4%**	**Newport**	**1**	**0.1%**
Camel FF	2	0.3%	Newport FF	1	0.1%
Camel LT	1	0.1%	Newport LT	1	0.1%
Store Brand	**3**	**0.4%**	**Now**	**1**	**0.1%**
Store Brand LT	1	0.1%	**Private Stock**	**1**	**0.1%**
Store Brand ULT	2	0.3%	Private Stock FF	1	0.1%
Carlton	**2**	**0.3%**	**Sterling Dcat**	**1**	**0.1%**
Magna	**2**	**0.3%**	Sterling Dcat ULT	1	0.1%
Magna FF	1	0.1%	**Vantage**	**1**	**0.1%**
Magna LT	1	0.1%	Vantage ULT	1	0.1%
Montclair	**2**	**0.3%**	**Best Value**	**1**	**0.1%**
Montclair LT	1	0.1%	Best Value FF	1	0.1%
Montclair ULT	1	0.1%	**Winston**	**1**	**0.1%**
B & H	**2**	**0.2%**	Winston LT	1	0.1%
B & H ULT	2	0.2%			
True	**2**	**0.2%**			
True ULT	2	0.2%			
Cambridge	**1**	**0.1%**			
Cambridge LT	1	0.1%			

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Switching Summary for Parliament
36MM Aug 1995 CTS data

	Base Total Male White 18-24	% of Prl
Parliament	34	-
In-Switching	6	16.2%
Out-Switching	3	8.8%
In-Switching from:		
Marlboro	**4**	**10.3%**
Marlboro FF	1	2.9%
Marlboro LT	2	5.9%
Marlboro Med	1	1.5%
Camel	**1**	**2.9%**
Camel LT	1	2.9%
Malibu	**1**	**2.9%**
Malibu LT	1	2.9%

	Base Total Female White 18-24	% of Prl
Parliament	46	-
In-Switching	9	19.6%
Out-Switching	6	13.0%
In-Switching from:		
Marlboro	**9**	**19.6%**
Marlboro FF	2	4.3%
Marlboro LT	6	12.0%
Marlboro Med	1	2.2%

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Switching Summary for Parliament
36MM Aug 1995 CTS data

	Base Total Male White 18-24	% of Prl
Parliament	34	-
In-Switching	6	16.2%
Out-Switching	3	8.8%
Out-Switching to:		
Marlboro	**2**	**2.5%**
Marlboro FF	1	1.7%
Marlboro LT	1	0.8%
Monarch	**1**	**1.7%**
Monarch LT	1	1.7%
Newport	**1**	**0.8%**
Newport FF	1	0.8%

	Base Total Female White 18-24	% of Prl
Parliament	46	-
In-Switching	9	19.6%
Out-Switching	6	12.0%
Out-Switching to:		
Camel	**2**	**2.1%**
Camel FF	1	1.0%
Camel LT	1	1.0%
Marlboro	**2**	**1.6%**
Marlboro FF	1	0.5%
Marlboro Med	1	1.0%
Misty	**1**	**1.0%**
Misty LT	1	1.0%
Capri	**1**	**0.5%**
Capri LT	1	0.5%
Newport	**1**	**0.5%**
Newport LT	1	0.5%

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Switching Summary for Parliament
36MM Aug 1995 CTS data

	Base Total Male White 25-34	% of Prl
Parliament	60	-
In-Switching	4	5.8%
Out-Switching	3	4.2%
In-Switching from:		
Marlboro	**3**	**4.2%**
Marlboro LT	3	4.2%
More	**1**	**0.8%**
More FF	1	0.8%
Pall Mall	**1**	**0.8%**
Pall Mall FF	1	0.8%

	Base Total Female White 25-34	% of Prl
Parliament	97	-
In-Switching	2	1.6%
Out-Switching	6	6.2%
In-Switching from:		
Marlboro	**1**	**1.0%**
Marlboro FF	1	1.0%
V Slims	**1**	**0.5%**
V Slims ULT	1	0.5%

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36MM Aug 1995 CTS data

	Base Total Male White 25-34	% of Prl
Parliament	60	-
In-Switching	4	5.8%
Out-Switching	3	4.2%
Out-Switching to:		
Cambridge	**1**	**1.7%**
Cambridge LT	1	1.7%
Monarch	**1**	**1.7%**
Monarch LT	1	1.7%
Marlboro	**1**	**0.8%**
Marlboro Med	1	0.8%

	Base Total Female White 25-34	% of Prl
Parliament	97	-
In-Switching	2	1.6%
Out-Switching	6	6.2%
Out-Switching to:		
Marlboro	**2**	**2.1%**
Marlboro LT	1	1.0%
Marlboro Med	1	1.0%
B & H	**1**	**1.0%**
B & H ULT	1	1.0%
Monarch	**1**	**1.0%**
Monarch FF	1	1.0%
Montclair	**1**	**1.0%**
Montclair ULT	1	1.0%
Best Value	**1**	**0.5%**
Best Value FF	1	0.5%
True	**1**	**0.5%**
True ULT	1	0.5%

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Switching Summary for Parliament
36MM Aug 1995 CTS data

	Base Total Male White 35+	% of Prl
Parliament	162	-
In-Switching	4	2.2%
Out-Switching	9	5.6%
In-Switching from:		
Best Choice	**1**	**0.6%**
Best Choice LT	1	0.6%
Marlboro	**1**	**0.6%**
Marlboro FF	1	0.6%
Winston	**1**	**0.6%**
Winston FF	1	0.6%
Newport	**1**	**0.3%**
Newport FF	1	0.3%

	Base Total Female White 35+	% of Prl
Parliament	271	-
In-Switching	5	1.7%
Out-Switching	19	7.0%
In-Switching from:		
Kent	**1**	**0.4%**
Kent LT	1	0.4%
Montclair	**1**	**0.4%**
Montclair LT	1	0.4%
True	**1**	**0.4%**
True ULT	1	0.4%
Winston	**1**	**0.4%**
Winston FF	1	0.4%
V Slims	**1**	**0.2%**
V Slims FF	1	0.2%

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PRL_36MM_SWI.TBL

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36MM Aug 1995 CTS data

	Base Total Male White 35+	% of Prl
Parliament	162	-
In-Switching	4	2.2%
Out-Switching	9	5.6%
Out-Switching to:		
Basic	**2**	**1.2%**
Basic FF	1	0.6%
Basic LT	1	0.6%
Magna	**2**	**1.2%**
Magna FF	1	0.6%
Magna LT	1	0.6%
Marlboro	**2**	**1.2%**
Marlboro LT	2	1.2%
Kent	**1**	**0.6%**
Kent LT	1	0.6%
Monarch	**1**	**0.6%**
Monarch FF	1	0.6%
Store Brand	**1**	**0.6%**
Store Brand ULT	1	0.6%

	Base Total Female White 35+	% of Prl
Parliament	271	-
In-Switching	5	1.7%
Out-Switching	19	7.0%
Out-Switching to:		
Marlboro	4	**1.3%**
Marlboro FF	1	0.2%
Marlboro LT	3	1.1%
Carlton	**2**	**0.7%**
Store Brand	**2**	**0.7%**
Store Brand LT	1	0.4%
Store Brand ULT	1	0.4%
Basic	**1**	**0.4%**
Basic FF	1	0.4%
Camel	**1**	**0.4%**
Camel FF	1	0.4%
Doral	**1**	**0.4%**
Doral ULT	1	0.4%
Gpc	**1**	**0.4%**
Gpc ULT	1	0.4%
Montclair	**1**	**0.4%**
Montclair LT	1	0.4%
Now	**1**	**0.4%**
Private Stock	**1**	**0.4%**
Private Stock FF	1	0.4%
Sterling Dcat	**1**	**0.4%**
Sterling Dcat ULT	1	0.4%
True	**1**	**0.4%**
True ULT	1	0.4%
Vantage	**1**	**0.4%**
Vantage ULT	1	0.4%
B & H	**1**	**0.2%**
B & H ULT	1	0.2%
Capri	**1**	**0.2%**
Capri LT	1	0.2%
Winston	**1**	**0.2%**
Winston LT	1	0.2%

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